

**Participant's Guide for
Gateway Communities: Keys to Success**

Interactive Television Broadcast

June 21, 2001

12:30 – 3:00 pm EDT

Thank you for taking the time to participate in this distance learning workshop on Gateway Communities! We are excited that you will be joining us for this nationwide broadcast on key issues related to gateway communities and public lands.

On the following pages of this Participant's Guide you will find some additional information that may be helpful to you as you prepare for the workshop.



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Acknowledgement: This Gateway Communities Program distance learning workshop has been produced by the Conservation Leadership Network of The Conservation Fund, in partnership with the U.S. Fish and Wildlife Service's National Conservation Training Center, and with financial support from the Bureau of Land Management.

1. About this Workshop

Gateway Communities: Keys to Success is an introductory workshop for community leaders, planning commissioners, public land managers, concerned citizens, and others interested in gateway community/public land partnerships. The workshop covers key issues influencing gateway communities and public lands, including growth, tourism and transportation, and how to use your community's assets to preserve community character and the environment.

The workshop is led by Edward T. McMahon, Vice President and Director of the Center for Conservation and Development at The Conservation Fund, a national nonprofit dedicated to demonstrating sustainable conservation solutions emphasizing the integration of economic and environmental goals.

2. Workshop Agenda

12:30 – 3:00 EDT The 2 ½ hour workshop will include three 20+ minute presentations on Gateway Communities by Ed McMahon, interspersed with three 10-15 minute discussion sessions and a ½ hour Question-and-Answer session at the end of the workshop.

The workshop is organized around three topics.

1. Balancing Nature and Commerce
2. Keys to Successful Communities
3. Keys to Sustainable Tourism

For each topic, Mr. McMahon will present a photo-essay and lecture on the subject, followed by a set of discussion questions and participant interaction. At the end of the third section, participants are invited to join in the open Q&A session using phone, fax or Email. More information is provided below in the section *How to Interact*.

After 3:00 Following the broadcast, please take 5-10 minutes to have participants fill out the Evaluation Form.

Also, please be sure to provide your contact information (address, E-mail) on the provided Sign-In Sheet, via fax or E-mail.

3. How to Interact

You can interact with Ed McMahon and other participants during three discussion sessions throughout the workshop, and during an open Question-and-Answer session at the end of the workshop. As a reminder, you may interact in the following ways.

- **Phone.** Call **1-877-887-6282**. There are 12 phone lines connected to this number and two operators. If the phone keeps ringing, please be patient and continue to hold. Your call will be answered in the order it was received.
- **Fax** your questions to **1-877-884-6282**. A sample form is available online at <http://distancelearning.fws.gov/fax-a-question.PDF>. Please DO NOT add a cover sheet. You may send faxes at any time.
- **E-mail** your question during the broadcast to: NCTC_Broadcast@fws.gov.

However you choose to interact, please share with us your name and location (e.g. Anchorage AK, or Mojave National Preserve CA) in addition to your comment or question.

Some “ground rules” for interaction:

- If your site has a large number of participants, consider compiling questions on one fax sheet or E-mail; or, choose one person to field questions and make phone calls.
- In general, we will put incoming phone calls “on air” during the discussion sessions and Q&A session only. However, we encourage you to E-mail and fax your questions or comments at any time during the broadcast.
- Please be polite and respectful of others in your interaction. We have over 50 downlink sites registered for this workshop, and would like everyone to have a chance to ask a question or participate in a discussion.
- We plan to address comments and answers to discussion sessions during the scheduled discussion times, and address general questions during the Q&A session.
- The phone lines and Mr. McMahon's microphone are on a single audio channel. This means that while you are speaking, Ed's microphone is muted, and *vice versa*. If you want to continue speaking after Ed has responded to your comment or question, please stay on the line and tell the phone operator that you would like to respond.
- Once you have finished your comment or question, please hang up your phone to make this line available to other participants.
- If you experience interference while calling in by phone, this is due to feedback from your television. Please mute the volume on your TV while you are speaking on air; then remember to un-mute the TV to hear Ed's answer or other participants' responses!

The following four sections provide some information that you can use to follow along with the photo-essays and workshop presentation by Ed McMahon.

4. What are Gateway Communities?

- *What are Gateway Communities?*

Gateway communities are communities, cities and towns that border our nation's national and state parks, wildlife refuges, historic sites, wilderness areas, forest lands, and other public lands.

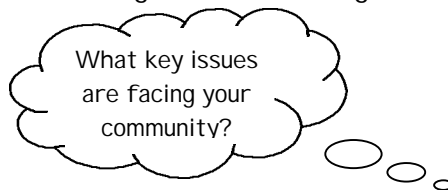
Gateway communities are about *connections and partnerships*:

- Greenspace and quality of life
- The built and natural environment
- People and the land



- *Who lives in Gateway Communities?*

Gateway communities are made up of a number of important stakeholders, including public land managers, concerned citizens, community leaders, local, regional, and national governments and non-governmental organizations (e.g. conservancies, Friends groups).



- *What makes Gateway Communities different?*

One of the key features that distinguished gateway communities is that the unique natural and cultural resources of the area's public lands are a key component of the community's identity and economic livelihood. Thanks to these resources, gateway communities are a destination of choice for many tourists – and increasingly, for Americans fleeing the suburbs in search of small town communities and character, and open spaces.

However, gateway communities also share common challenges in managing and preserving these resources, due to the tourism and development pressures that these resources may attract. Key issues facing gateway communities include sprawling urban and suburban growth, "ugly" development patterns and designs, unsustainable levels of resource use and tourism, increasing crime rates, traffic congestion, etc.

5. Balancing Nature and Commerce

Despite the progress being made in communities around the nation to preserve historic sites and open space, to clean up our air and water resources, and to remediate damaged or polluted lands, our communities and our environment are still in trouble.

Sprawl, traffic congestion, and “ugly” development are taking a toll on the special character of our places – that which makes them unique and gives us a sense of community identity.

We are saving the landmarks, but losing the landscape.

Knowing where you are is knowing who you are.

Growth and change are inevitable and desirable – but progress does not demand destroying our surroundings. It is not growth or development per se that is the problem, but rather, the *pattern of development*:

- *Where we put development* – some places are better than others!
- *How we arrange development* on the landscape
- *What development looks like*

Conservation and development interests have historically been at odds. But there is a third choice: we can balance nature and commerce. We can have growth that respects and enhances community.

**Smart development can be good for business,
good for the environment,
and good for the community.**

In striking the right balance, *community image* is critical to supporting community economic vitality. Communities with a sense of pride and place, with scenic views, open space or historic districts – all of these “quality of life” amenities have a quantifiable economic value.

“America's brightest people are attracted

by America's most beautiful places.”

- Colorado Governor Roy Romer

Questions for Discussion #1

Take 5 minutes to reflect on and discuss these questions. Then call, fax or E-mail your responses during the 10-15 minute discussion period!



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6. Keys to Successful Communities

- Have a vision for the future
 - Where are we going?
 - How will we get there?
- "We're lost but making good time" – is not good enough!**
- Inventory your cultural, natural, social and economic assets
 - Some communities have obvious assets
 - Turn an eyesore into an asset!
 - Build your plans around the enhancement of these assets
 - Use education, market-based incentives and voluntary initiatives
 - Explore incentives for good development
 - Don't wait for government – "just do it!"
 - Pick and choose among development proposals – *Money follows good ideas!*
 - Cooperate with resource managers for mutual benefit
 - Consider aesthetics as well as ecology and economy
 - Support a quality of life lobby

**The most important question is not
"how much will it cost"
but "what should we do?"**

Questions for Discussion #2

Take 5 minutes to reflect on and discuss these questions. Then call, fax or E-mail your responses during the 10-15 minute discussion period!



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7. Keys to Sustainable Tourism

*Sustainable tourism is not the answer to everything,
but it can be part of a solution.*

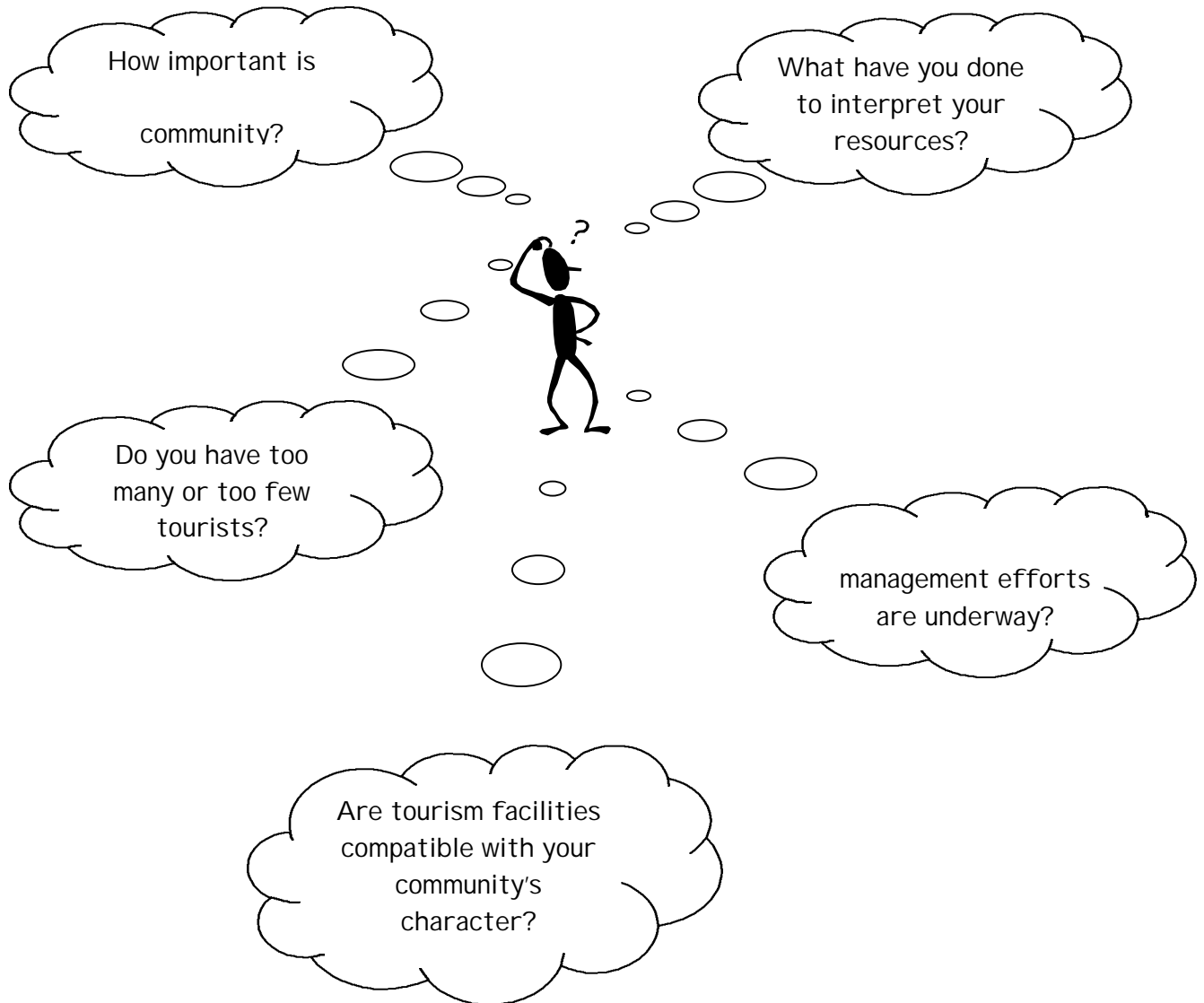
- Involves more than just marketing! You must deliver the product.
- Focus on the authentic
 - ***Every community has a story to tell – even if it is a painful one***
 - Protect our heritage – where we come from
 - Identify places that physically link us to the past
- Tourism facilities should fit in with local character
 - Communities can ask for something better than “lego development”
- Interpret the resource
 - Education and interpretation help create a sense of place
 - If you want people to stay longer, interpret how the surroundings relate to the public land resource
- Consider aesthetics as well as ecology – *Community image affects tourism*
 - Preservation can be good for the economic bottom line
- Enhance the journey – *and people will linger!*

There are many destinations, but few great journeys left

- Recognize your limits and carrying capacity
 - How many are too many?

Questions for Discussion #3

Take 5 minutes to reflect on and discuss these questions. Then call, fax or E-mail your responses during the 10-15 minute discussion period!



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